Administration's concerns analyzed

Japanese import issue a real Pandora's box

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — This is an attempt to explain why the Carter Administration has legal concerns about active negotiations with the Japanese over auto import questions and might still have them if Congress passes—and the President signs—a Joint Resolution purported to give the President immunity from the antitrust laws to negotiate a voluntary restraint agreement (VRA).

Recently, two Congressional breakfasts to which trade officials were invited were reported to be brou-ha-has, with members accusing the officials of irresponsible foot-dragging.

Washington Analysis

Without any judgment of the politics of the situation, herewith is the legal situation:

There is serious and genuine concern on the part of trade officials that the antitrust laws may be breached if negotiations are undertaken before an injury finding—if such is made—in the pending 201 case brought by the UAW and Ford.

There could be personal liability for individuals serving as negotiators and corporate liability for importers and/or foreign producers, if a dealer selling imports, for example, went to court.

There could be other private suits as well. For example, when Consumers Union went to court on the steel case, one official became liable.

• Officials say a way to avoid this problem with restraint of trade is to wait for the Nov. 10 decision by ITC and if imports are found to be a substantial cause of serious injury—or the threat thereof, and the President agrees to act—negotiations can start at once.

Any agreement could be binding and there would be no violation of the antitrust laws and no personal or corporate liability.

In addition, because procedures for negotiators to negotiate would have to follow passage of the Joint Resolution, it might be just as fast to wait until November as acting under Congressional authority to waive the antitrust laws.

In other words, if a VRA is negotiated without the legal requirement of an adverse injury finding by ITC, a dealer in imports could sue his supplier and/or government officials who restricted his supply in "restraint of trade"—the keystone of the antitrust laws which exist to encourage and maintain competition.

While there is another way around the problem, it also has pitfalls. If U. S. government negotiators could be sure that the Japanese government would order in an "active state" or "coerce" Japanese auto companies to restrict their auto exports to the U. S., then the antitrust laws again would not be breached and liability would be erased.

But traditionally, the Japanese government cooperates with its companies; it does not force and maybe thinks it cannot force or speak for its companies.

But even if it could, U. S. negotiators would have no assurance of that at the start of negotiations and if an agreement were reached government-to-government and the companies were merely asked to cooperate, then the nightmare of antitrust arises again with its corrollary of litigation.

• The Congressional Joint Resolution, introduced by Michigan Senator Don Riegle and others and by Rep. William Brodhead and others, gives as its reason: To promote the competitiveness of U. S. industry in the world automobile and truck markets.

After multiple whereases, the Congress resolves that it is the country's goals to achieve technological superiority in the world auto and truck industry; that the industry is a "strategic and national industry" essential to economic stability and national security; that economic, fiscal and import policies should be designed to create enough capital and "produce a climate" for the industry to convert to increasingly safe, high quality, and fuel-efficient cars and trucks, and the Administration and Congress "should review regulatory and import policies" to assess their effect on this conversion; it is in the national interest to reduce high unemployment and Congress therefore calls on the "Administration, foreign governments, foreign and domestic manufacturers and affected labor unions to take immediate steps" to alleviate short-range unemployment in the future; and during the transition, reasonable restraint should be exercised by all affected parties with respect to wages and prices so as not to unduly burden consumers.

Quite how this addresses antitrust problems and gives the President authority is not totally clear but Administration lawyers—cagey as most of their brethren—indicate it does.

Congress has been traditionally chary of increasing Presidential authority and even treaty-making power is subject to confirmation by the Senate.

This appears to give President Carter and the Office of the Special Trade Representative authority to negotiate a voluntary agreement before the ITC rules six days after the election.

But although it has considerable sponsorship, neither House has yet passed it.

Honda dealer to pay refunds

WASHINGTON.—Bill Crouch Imports, Inc., Boulder, Colo. (formerly Mazda of Boulder, Inc.) will be making refunds to Honda Accord owners who were overcharged on delivery costs.

The agreement was negotiated with the FTC, which charged the dealership with making customers pay excessive freight costs.

Crouch also was charged with misinforming customers that some dealer-installed options were required or recommended by the importer. One of the major options was Polyglycoat.

Customers who were overcharged for freight by more than $30 and who bought Accords since July 15, 1976, will receive half the amount they overpaid.

Luxury for nine

American Custom Coachworks, Ltd., Beverly Hills, Calif., has stretched Cadillac Sedan deVilles and Fleetwood Broughams about four feet to produce its nine-passenger Paris limousines. Custom luxury equipment includes rear facing bench seats, an electrically operated chauffeur divider window and rear air conditioning and heating units.

Loan guarantee for electrics won by Cleveland firm

WASHINGTON. — The first loan guarantee granted by the Energy Department to speed development of electric vehicles goes to Electric Vehicle Associates (EVA), Cleveland.

Ameritrust of Cleveland will lend $2.5 million and DOE will guarantee 97 percent of that or $2,425,000. Expected production is 300 standard-size four-door sedans and station wagons.

The loan guarantees are made possible by the 1976 Electric and Hybrid Vehicle Research, Development and Demonstration Act. Guarantees can go as high as $3 million per project, with the company contributing at least 10 percent. The company must also show technological capability.

Hopes for upturn rest on '81 introductions

Mid-August sales dip to 13-year low

By Jenny L. King
Staff Writer

Domestic new-car sales during the mid-August period plunged to their lowest level in 13 years, and the only relief in sight at this point for the prolonged slump is introduction of the 1981 models beginning late in September.

Aug. 11-20 sales totaled 170,765, down 29.69 percent from 242,865 a year ago and worst since 1967 when mid-month sales were 142,380. On a daily rate basis, things were even grimmer, down 37.50 percent to 18,974 based on nine days this year compared with 30,358 for eight days in 1979.

Four of the five major U. S. auto makers reported sales declines for the period. Only Volkswagen of America was up—and with a vengeance—almost tripling its Rabbit sales, to 5,676 from 1,931.

General Motors sales dropped 27.50 percent to 112,688 from 155,432; they were down 35.56 percent on a daily-rate basis. Ford Motor Co. dealers sold 33,212 new cars, down 46.09 percent from 61,603 and down 52.08 percent on a daily-rate basis.

Chrysler Corp. reported sales of 15,989 new cars, down 17.58 percent from 19,399, and down 26.72 percent on a daily-rate basis. Estimated sales of AMC passenger cars was 3,200, down 28.89 percent from 4,500, down 36.77 percent on a daily-rate basis.

• Ford's share of the domestic market tumbled six percentage points for the mid-August period and everyone else picked up the pieces. Ford slipped to 19.45 percent from 25.37 percent. GM rose to 65.99 percent from 64.00 percent. Chrysler went to 9.36 percent from 7.98 percent. Rabbit sales earned VWoA 3.33 percent of the market, up from 0.80 percent, and AMC's estimated share crept to 1.87 percent from 1.85 percent.

The period wasn't without its surprises. Plymouth sales were up 6.97 percent on a year-to-year basis, making it the only make beside Volkswagen to be on the up side. Plymouth Horizon sales were up 77.96 percent for the period, and were the source of the gain.

At the other end was Lincoln; its sales crashed 70.39 percent, to 1,224 from 4,134. Lincoln dealers sold only 81 Versailles, 555 Lincolns and 588 Mark VIs during the period. Mercury sales were down 53.86 percent and Ford sales dropped 41.13 percent.

All GM makes were down: Buick off 21.13 percent, Cadillac down 39.55 percent, Chevrolet off 28.86 percent, Oldsmobile off 29.63 percent and Pontiac down 23.02 percent.

Chrysler sales dropped 48.85 percent while Dodge sales were down 12.34 percent.

Chevrolet Citation was the top-selling nameplate for the period with sales of 10,238. It was followed by Chevrolet Chevette at 9,703, Oldsmobile Cutlass Supreme at 7,702, Chevrolet Malibu at 7,187 and standard Chevrolet at 6,499.

Year-to-date sales totaled 4,230,335, down 24.06 percent from 5,570,745 in 1979.

DOMESTIC SALES

	Aug. 11-20, 1980	Aug. 11-20, 1979
AMERICAN MOTORS	3,200†	4,500†
Chrysler	3,030	5,924
Plymouth	6,353	5,939
Dodge	6,606	7,536
CHRYSLER CORP.	15,989	19,399
Ford	25,307	42,989
Mercury	6,681	14,480
Lincoln	1,224	4,134
FORD MOTOR	33,212	61,603
Buick	19,353	24,539
Cadillac	5,304	8,774
Chevrolet	48,011	67,485
Oldsmobile	21,695	30,828
Pontiac	18,325	23,806
GENERAL MOTORS	112,688	155,432
VOLKSWAGEN	5,676	1,931
INDUSTRY TOTAL	170,765	242,865

†—Estimate

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THE JAPANESE

Short on tradition, long on vigor

Japanese auto industry; a post-war phenomenon

By Richard A. Wright
Assistant Managing Editor

"Made in Japan."

In earlier days — before the Korean War—"made in Japan" connoted a "cheap imitation" and second rate quality. But during the Korean War, American photographers who needed replacements for their expensive German cameras and lenses found that the less-costly Japanese products were as good or better.

Old concepts die hard and when Americans began getting interested in little foreign cars during the '50s, they thought in terms of German, British, Italian or French, not Japanese.

The first Japanese cars were sold in the U. S. in 1958, when Toyota sold 274 Toyopets and 52 Datsuns were registered. Almost all of these cars (264 Toyopets and 37 Datsuns) were sold in California.

In those days, Americans knew that Japanese made good cameras and electronic equipment, but there was still enough of the old "made - in - Japan" doubts to keep most from seriously considering purchase of something as important as a car that was made in Japan.

Now, with Japanese nameplates taking about one out of every five sales in the U. S., the major reasons advanced for the success of the Japanese cars are fuel economy and, most importantly, higher quality.

• A Japanese nameplate, Mazda, is the only car in the world to be successfully marketed with a Wankel rotary-piston engine. The Germans, famed for their engineering, tried it and failed. General Motors, also no slouch at engineering, gave up on it before ever getting close to the marketplace.

Another Japanese car, Honda, is the only car in the world being marketed with a stratified charge engine. Ford Motor Co. has been working on its PROCO engine for years, but is still far from marketing it.

Japanese cars have sold well in Europe against European cars, so it is not just a weakness of American cars that accounts for Japan's amazing success in the U. S. They obviously have an attractive product to sell.

Even American automotive people admit that the quality of finish on Japanese cars is very high. They are less expensive than many European cars. Their technology is advanced. "Made in Japan" is now a stamp of quality.

The Japanese auto industry

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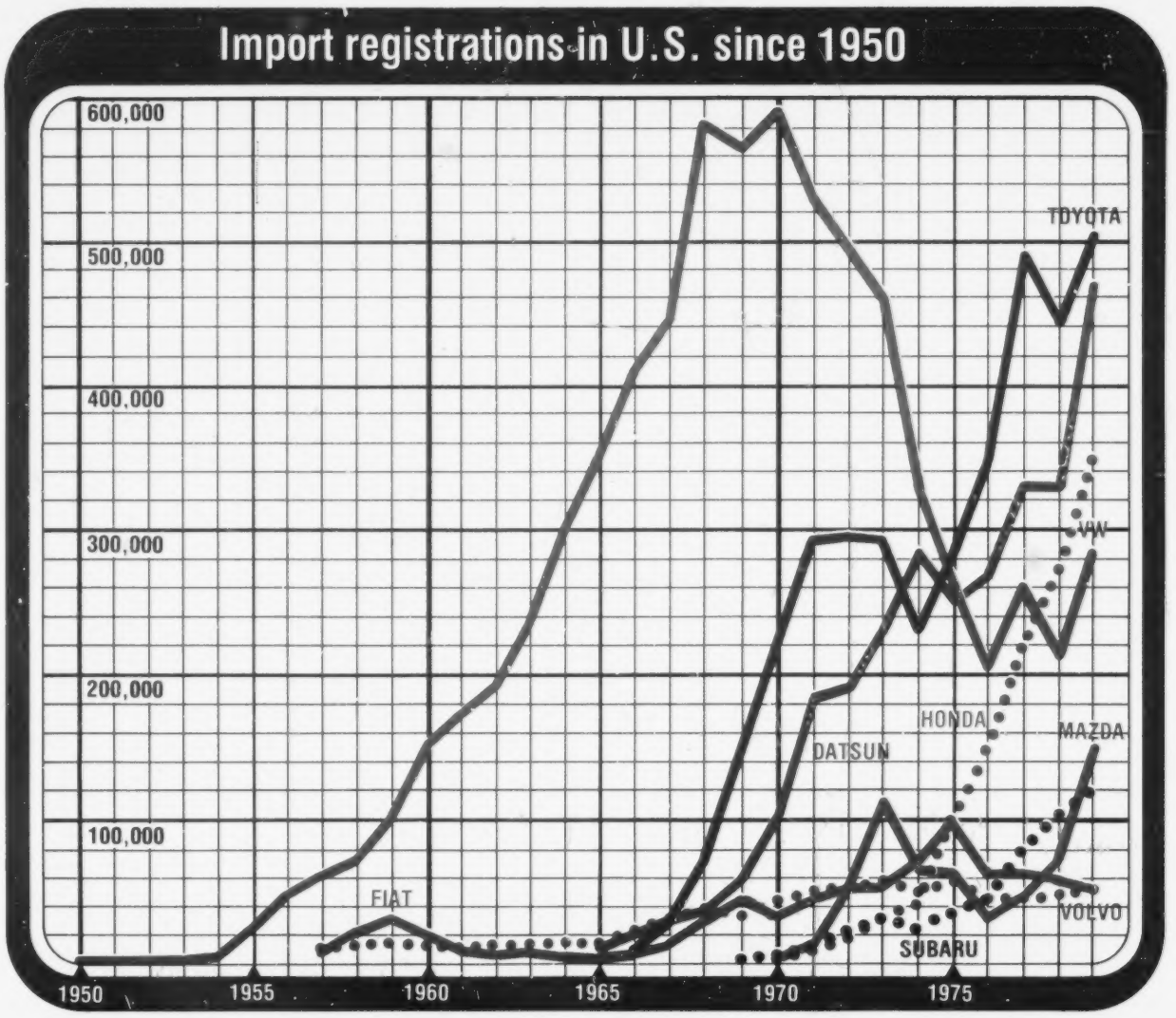
Early Datsun roadster

This spiffy roadster with rumble seat looks like a sharp General Motors convertible from the mid or late '30s. But it is a Datsun from that same period. Most Japanese cars of that era looked very American.



HIGHLIGHTS

Japanese work through U.S. red-tape maze E-4
U.S., Japanese auto workers profiled E-7
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Japanese labor outlook E-8
Supplier sells to Japan E-10

A post-World War II phenomenon

Japanese industry is young, vigorous

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has now for the first time surpassed the U. S. industry in auto production. This is impressive progress for an industry which really did not take shape much until after World War II.

And Japanese imports in the U. S. have come a long way since the Toyopets of the late '50s and early '60s, which were built for Japanese roads and driving habits and did not hold up under the high-speed, long-distance driving characteristics of the U. S.

In fact, Japanese firms were building cars in the early part of this century, but its industry could not be compared with that of the U. S. or Europe.

The first car built in Japan was put together in 1902 by two engineers named Uchiyama and Yoshida. Yoshida later became president of Tokyo Jidosha Seisakusho, which was the first auto maker in Japan. It produced the conventional four-seat Takuri from 1907 to 1909.

There were a few other early car builders, but most of the major Japanese makers of today began producing cars in the '50s and '60s.

The exceptions are the two biggest makers, Toyota and Nissan. Nissan builds the Datsun car, but the car name is much older than Nissan. In 1912, Kwaishinsha Motor Car Works began work on an experimental car, which was put into production in 1914. It was called the Dat, derived from the initials of the partners, Den, Aoyama and Takeuchi.

In 1926, Kwaishinsha merged with Jitsuyo Jidosha Seizo to form Dat Automobile Mfg. Co., at which time the company quit making the Dat. JJS had also been producing a car called the Lila, but that production ceased also. Dat produced trucks exclusively until 1930.

Dat returned to car assembly in 1931 with the son-of-Dat, or Datson. Datson was changed to Datsun in 1932 in order to make use of the Rising Sun emblem.

The company underwent a couple more name changes, then became Nissan Motor Co. in 1933. The Datsuns of the '30s were built in a full range of body styles and were based closely on the British Austin Seven.

• Many Japanese cars of this era were copies of U. S. or European models. After the war, the 1948 Datsun looked like an American Crosley and a British-looking sports car was added in 1952. In the '50s, Japanese makers began to develop a more Japanese look.

Toyota Automatic Loom Works began experimenting with cars in 1935. Its first six-cylinder cars looked remarkably like the Chrysler Airflow. During World War II, Toyota built a car that was a dead ringer for the last pre-war Plymouth.

The Toyota company was owned by the Toyoda family. The slight change in name was made because the family thought Toyoda was more difficult to pronounce than Toyota. Americans, of course, pronounce both the same.

After World War II, Toyota began building a quite unusual-looking four-cylinder car which was the first to bear the name Toyopet.

Both Toyota and Nissan began exporting cars to the U. S. in 1958. In 1958, sales of Datsun totaled 1,003 and Toyopet 919. Both nameplates drifted along without making much of a dent in the U. S. market.

In fact, the cars were not right for the U. S. market and the Japanese pulled back to study the situation and retrench. They studied U. S. marketing techniques, built up sales and service networks, designed cars to appeal to U. S. buyers and began to move up the sales charts in the late '60s.

The Japanese were not the only makers to come into the U. S. market only to get booted back out. The most popular imports in the early pre-war days were Volkswagen, Renault and MG. VW had a product that captured the U. S. imagination. It had a Model A-type personality and it prospered beyond anyone's wildest dreams. And the MG appealed to a hardy band of sports-car nuts who would put up with pretty much anything.

But the Renault Dauphine had not been designed with the U. S. in mind and people who drove them at high speeds for long distances found that they couldn't take it.

A wide range of foreign cars,

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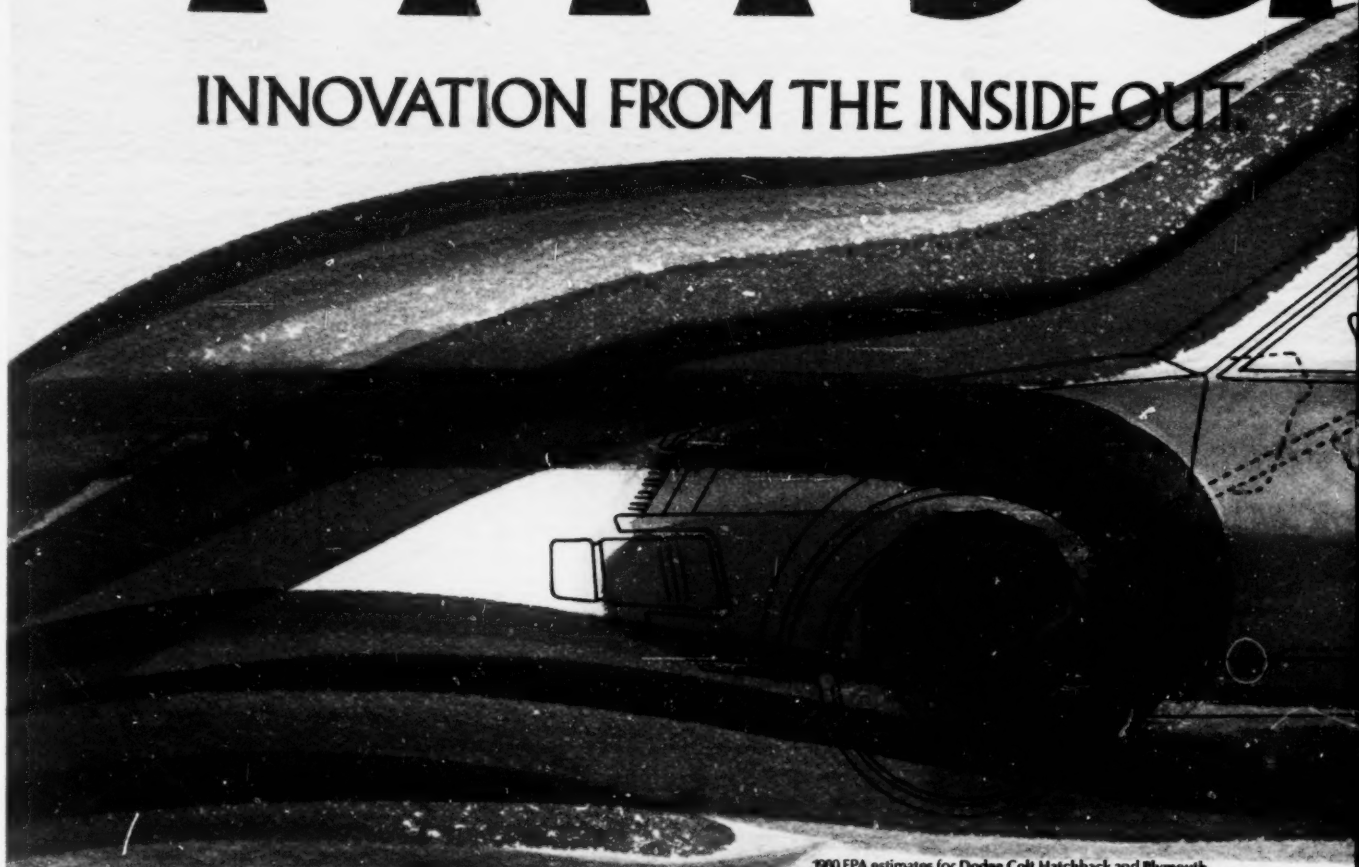
MITSU

INNOVATION FROM THE INSIDE OUT.



In 1980, a car rated #1 in gasoline fuel economy was built by Mitsubishi. To earn that rating, we relied upon our tradition of engineering innovation.

That same tradition of engineering innovation has also placed Mitsubishi-built cars among the leaders in performance, handling and comfort.

No auto maker is more aware that fuel economy must be the key consideration in designing cars for the 1980's. Yet Mitsubishi designers and engineers realize that cars should be a pleasure to *drive* as well.

At Mitsubishi, our answer is to design with innovation—from the inside out.

MITSUBISHI MOTORS

1980 EPA estimates for Dodge Colt Hatchback and Plymouth Champ with 1400 cc engine and 4-speed manual transmission. Use this number for comparisons. Your mileage may vary depending on speed, trip length and weather. Actual highway mileage will probably be lower than the highway estimate. California estimates are lower.

EXCLUSIVE MCA-JET SYSTEM.

This exclusive engine design features a third, or "jet," valve that injects an extra swirl of air into the combustion chamber to provide unexcelled fuel economy as well as lively performance. Nothing like it exists in any other car.

Continued from Page E-2

from English Fords to German Borgwards to Czech Skodas met similar fates. For many years, the only imports that built up a following in the U. S. were the VW Beetle, sports cars and high-priced luxury cars.

The Japanese changed that in the '60s and '70s, when they made the small, economy sedan a big seller against the Beetle and, later, the VW Rabbit.

The Japanese clearly learned their lessons in the U. S. market well and other nameplates followed Toyota and Datsun across the Pacific.

In 1960, there were registered in the U. S. 73 Princes. The Prince was introduced in 1952 and named in honor of Crown Prince Akihito. It was built in the former Tachikawa Aircraft works, which started producing an electric car called the Tama after World War II, then switched to the gasoline Prince. Prince Motors became a division of Nissan in 1966.

Prince sales never amounted to much in the U. S. Prince sold for example, 42 cars in 1963 and 13 in 1964, hardly a growth pattern. That was its last year in the U. S.

In 1966, Daihatsu and Isuzu made their first appearances in the U. S. market. The Daihatsu company was formed in 1907 to produce internal combustion engines, but did not build its own cars until 1954, when it introduced the three-wheeled Bee. In 1963, the Compagno line of four-wheel cars appeared, powered by 797-cc engines.

Daihatsu had a short run in the U. S. market, with not quite 100 cars registered from its introduction in 1966 to 1968, when it faded from the scene.

The Isuzu didn't fare much better in its first venture into the U. S. It, too, faded in 1968, with registrations of 148 in 1966, five in 1967 and seven in 1968.

But Isuzu returned to the U. S. market in 1976 in the guise of General Motors' Opel. GM had halted import of its German-built Opel and in 1976 began marketing a smaller Isuzu under the Opel name through its Buick dealers until 1979.

Isuzu Motors is the result of the 1937 merger of Jidosha Kogyo with Tokyo Gas and Electric to form Tokyo Jidosha Kogyo. T.G.E. had earlier, 1932-35, produced a car called the Chiyoda, mainly for the military.

• The name Isuzu predated that merger, however. Both companies had built trucks to government standards with the Isuzu name since 1934. After the merger, the Isuzu name was retained and used in place of Chiyoda and Sumida, a car built from 1933-37 by Jidosha Kogyo.

Isuzu is related by merger to Datsun, as Jidosha Kogyo was formed in 1933 by the merger of Ishikawajima and Dat Automobile Mfg. Co. Dat became a division of Tobata Imono Co., which sold Dat's Osaka plant to Ishikawajima in 1933. Jidosha Seizo Co. was formed from the remainder of Dat and its name was changed to Nissan in 1934, as noted earlier.

In 1942, Hino Motors was spun off from Jidosha Kogyo as an independent truck maker and the remainder of the company was revamped as Isuzu Motors in 1949.

Trucks had been Isuzu's major business, but in 1953 Isuzu acquired a license to build the Hillman Minx. In 1961, it replaced the Minx with cars of its own design.

In the '70s, General Motors acquired an interest in Isuzu (now 34 percent) and after it quit importing its German-built Opel it began importing Isuzus into the U. S. and marketing them under the Opel name. The first Japanese Opels went on sale in the U. S. in 1976.

Isuzu now is planning to market cars and trucks with its own name in the U. S. next year.

In late 1969, a new (to the U. S. Japanese nameplate appeared, the Subaru. It was a front-wheel-drive car with aluminum engine and was not an overnight success. Subaru branched out into four-wheel-drive cars and station wagons and its sales have grown gradually through the '70s and it is now the fifth largest selling import in the U. S.

Subaru is built by Fuji Heavy Industries, which was formed after World War II out of Nakajima Aircraft Co. Fuji has been building Subaru cars since 1958.

In late 1970, two more nameplates joined the Japanese ranks in the U. S., Honda and Mazda. These two makes were particularly interesting because of the technology they brought to the U. S. market. Honda is the only car on the market powered by a stratified charge engine, and Mazda is the only car nameplate to successfully market a Wankel-powered car.

The Honda is built by Honda Motor Co., a relative latecomer to the automotive scene. Honda, of course, was better known for its motorcycles when in 1962 it began building cars.

The first Honda brought into the U. S. was the small 600 model, which carried a list price of $1,395.

Late in 1972, Honda grabbed the attention of Washington—and gained numerous champions in Congress and in the bureaucracy — by announcing that it could meet the tough 1975 exhaust emission standards without catalyst or afterburner with its new CVCC (Compound Vortex Controlled Combustion) engine.

The CVCC engine, which powered the Honda Civic, is a type of stratified charge engine. Its basic structure is the same

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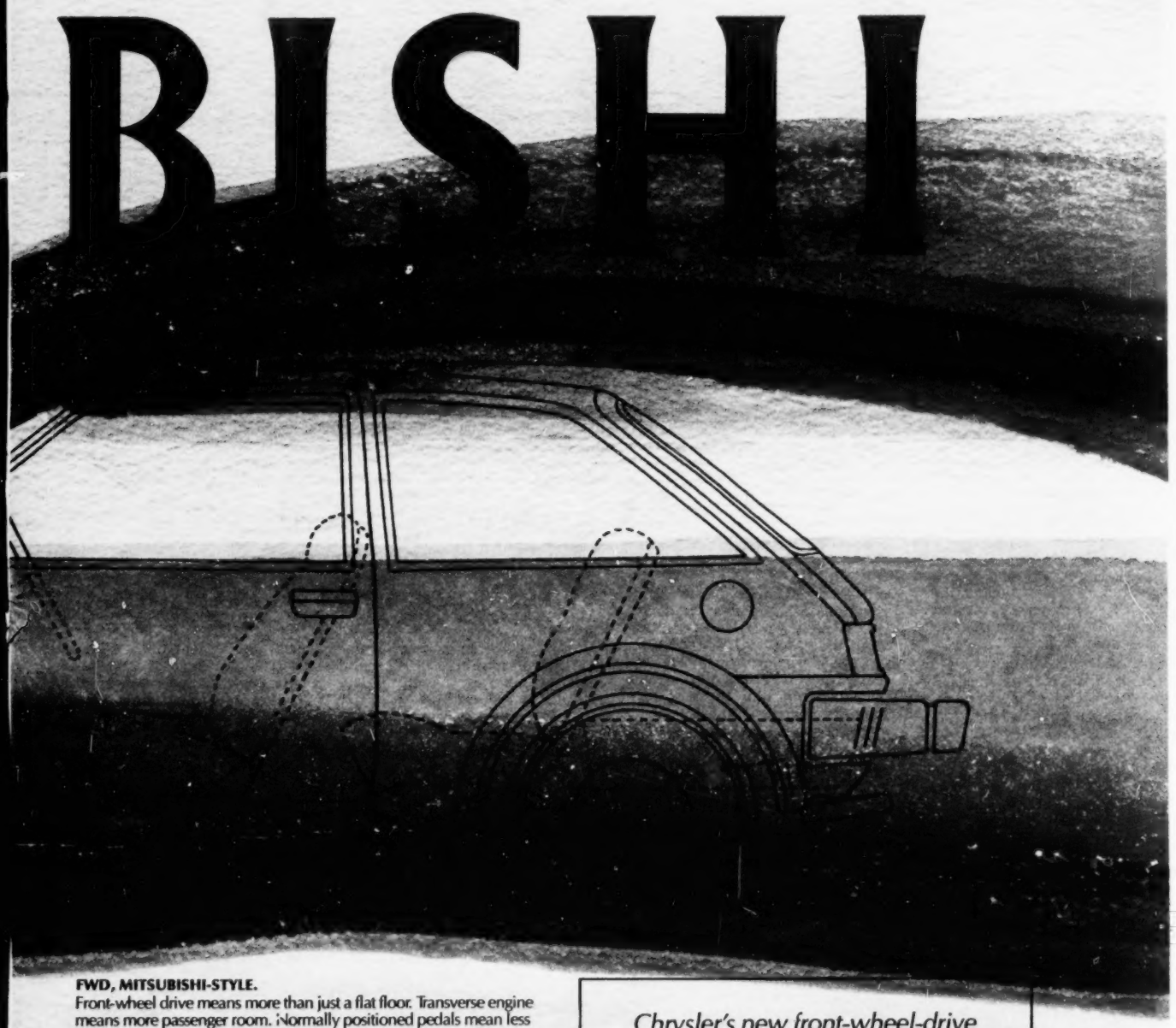


FWD, MITSUBISHI-STYLE.
Front-wheel drive means more than just a flat floor. Transverse engine means more passenger room. Normally positioned pedals mean less driver fatigue. A unique suspension system reduces the normal FWD "tack-in" effect when cornering. Rack-and-pinion steering and special alignment technique eliminate the "heavy" steering of many FWD cars, while retaining the right "road feel."

Chrysler's new front-wheel-drive K cars—Dodge Aries and Plymouth Reliant—offer, as optional equipment, Mitsubishi's high performance, 4-cylinder, 2.6-liter engine with MCA-JET system.

MITSUBISHI-BUILT CARS ARE SOLD EXCLUSIVELY AT CHRYSLER-PLYMOUTH AND DODGE DEALERSHIPS.

A post-World War II phenomenon

Japanese industry is young

Continued from Page E-3

as that of a conventional four-stroke engine, except that a small auxiliary combustion chamber around the spark plug and connected to the larger combustion chamber, is fitted to each cylinder. This auxiliary chamber has a small intake valve, in addition to the larger valve which feeds into the main chamber.

A small amount of rich mixture is supplied to the auxiliary chamber, while a large amount of very lean mixture is being fed into the main chamber. The overall mixture is very lean.

At the end of the compression stroke, there is a rich mixture around the spark plug, a moderate mixture at the connection of the auxiliary and main chambers and a lean mixture in the main chamber. Thus, the charge is stratified into three different conditions.

The rich charge around the spark plug is easily ignited and the burning of the moderate air-fuel mixture around the outlet of the auxiliary chamber insures combustion of the lean mixture in the main combustion chamber. The larger, lean mixture burns more slowly and keeps the temperature of the burnt gas relatively high for a longer duration, burning hydrocarbons and carbon monoxide, but the temperatures do not peak at levels which cause formation of nitrogen oxides.

The Honda Civic had a Beetle-like look to it — rather unpretentious and even silly—and it was "good" environmentally. It also had a high level of quality — when Pontiac ran a quality study of the imports in the mid-'70s, it rated Honda first.

The result was that Honda climbed in the sales charts, particularly after introduction of the larger Accord, displacing Volkswagen in 1978 in the Number Three spot behind Toyota and Datsun.

• With the Mazda, Toyo Kogyo did what NSU-Prinz, Mercedes-Benz and mighty General Motors were unable to do—it developed a workable car powered by a Wankel-type rotary-piston engine.

Toyo Kogyo seems an unlikely company to beat the automotive giants in development of the Wankel. The company was originally involved with cork products, then started manufacturing three-wheel trucks in 1931. It did not produce cars until 1960.

Most of the early Mazdas were powered by four-cylinder engines. In 1967, it introduced a sports car powered by a twin-rotary Wankel engine capable of 120 MPH. The following year, a Wankel-powered sedan and coupe were added.

Mazda sales in the U. S. soared rapidly in the early '70s, but then collapsed after the Wankel engine was branded a gas-guzzler by EPA. Defenders of the Wankel say the label is unfair, because it compared Mazda rotary mileage with four-cylinder units of similar size. It should be compared with bigger engines, perhaps V-6s, they say, because its performance is comparable to larger powerplants. Indeed, performancewise, the Wankel is to a four as a V-8 is to a six.

After its disastrous U. S. sales slide in the mid-'70s, Mazda turned to more conventional engines. Introduction of its four-cylinder GLC started sales on a steep upward slope again and the line was spiced by introduction of the RX-7, a rotary-powered sports car which won high acclaim from the motor press.

Mazda is now firmly in fourth place behind Honda and followed by Subaru. Ford Motor Co. now owns 25 pct. of Toyo Kogyo, but Ford is not involved in the Mazda import operation.

• One of the first commercially manufactured Japanese cars was the Mitsubishi Model A, built from 1917 to 1921 and modeled after a Fiat of that period. After 1921 the company's plants were devoted to production of trucks, buses and, later, tanks.

In 1959, the company was reorganized as Mitsubishi Heavy Industries and began producing a small car powered by a two-cylinder engine. Mitsubishi later expanded its automotive offerings, including Jeeps, which it manufactured under license.

Mitsubishi entered the U. S. market in 1971—not as Mitsubishi, but as Chrysler Corp. Chrysler had purchased an interest (15 percent) in Mitsubishi and there was even talk of a merger of the firms. It began importing the Mitsubishi Colt in 1971 and marketed it under the Dodge name.

The Colt sold well for Chrysler and in later years it introduced other Mitsubishi cars and marketed them under Chrysler names—the Plymouth Arrow in 1976, the Plymouth Sapporo and Dodge Challenger in 1977 and the Plymouth Champ and Dodge Colt Hatchback in late 1978.

Chrysler has had marketing rights to Mitsubishi cars during the '70s, but with introduction of its own small cars, there have been recurring rumors that Mitsubishi would like to get out of the arrangement and set up its own organization in the U. S.

• In the first half of 1980, seven of the top 10 selling imports were Japanese and all of the top five were. Japanese cars accounted for almost 81 percent of import sales and almost 22 percent of all new-car sales in the U. S.

The Japanese assault on the U. S. import market which began in the late '60s was basically an assault on VW, which totally dominated that market. And it is true that total VW sales, domestic and import, do not come close now to Toyota, Datsun or Honda sales.

VW peaked in 1970, when it sold 582,569, still the highest total ever for an import in the U. S. Toyota's best year so far was 1979, when it sold 507,816. But in the first half of 1980, Toyota sales were up an incredible 23 percent over 1979, so it is clear that Toyota will challenge VW's record this year.

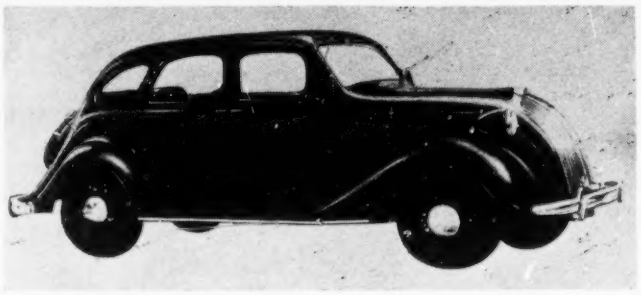
Now there are plans under way for at least two Japanese manufacturers, Honda and Nissan, to build assembly plants in the U. S., much as VW has done.

While there has been much talk lately of erecting trade barriers against Japanese cars, little is likely to come of it. GM and Ford Motor Co. are multinational corporations, as are many supplier firms, and would probably not like to see trade barriers going up instead of coming down.

In addition, while the loss of jobs in Detroit assembly lines is being blamed on Japanese imports, the importing of these cars provides work for many people at import dealerships and in the distribution networks.

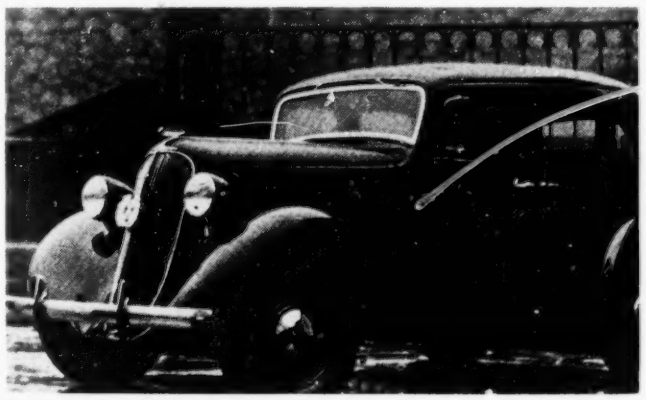
Perhaps most importantly, Detroit cannot provide small, fuel-efficient cars in the quantities which the public is now demanding.

If the Japanese were not here, we would have to invent them.



The first Toyota

This prototype Model A-1 was the first Toyota, built in 1935 by Toyota Automatic Loom Works. Toyota built cars based on this prototype, which in turn was based on the Chrysler Airstream of the mid-'30s. The cars were powered by 65-HP overhead-valve six-cylinder engines.



Chevy or Datsun?

This very American-looking car is a 1937 Datsun, produced by the then-recently formed Nissan Motor Co. Most of the Japanese cars of that era were based on U. S. or European designs.

SALES OF JAPANESE IMPORTS IN U. S. SINCE 1958

	Toyota	Datsun	Honda	Mazda	Mitsubishi	Subaru	Isuzu	Non-Japanese Imports	Total Imports
1958	274	52	.....	.....	.....	.....	.....	378,191	378,517
1959	919	1,003	.....	.....	.....	.....	.....	612,209	614,131
1960	769	1,294	.....	.....	.....	.....	.....	496,722	498,785
1961	436	1,157	.....	.....	.....	.....	.....	377,029	378,622
1962	311	1,812	.....	.....	.....	.....	.....	337,037	339,160
1963	316	2,724	.....	.....	.....	.....	.....	382,584	385,624
1964	471	6,791	.....	.....	.....	.....	.....	476,869	484,131
1965	2,986	13,201	.....	.....	.....	.....	.....	553,228	569,415
1966	17,423	21,037	.....	.....	.....	.....	.....	605,946	644,580
1967	36,013	33,275	.....	.....	.....	.....	.....	696,286	765,579
1968	71,846	40,760	9	.....	.....	2,884	.....	820,794	936,300
1969	127,018	60,872	51	.....	.....	2,406	.....	925,150	1,115,497
1970	196,749	104,067	4,159	2,083	.....	5,591	.....	949,851	1,262,500
1971	294,850	188,029	12,509	19,630	28,381	14,162	148	976,075	1,533,636
1972	295,915	192,707	20,500	57,850	34,057	24,056	5	972,363	1,597,448
1973	289,378	235,449	38,931	119,003	35,523	37,793	7	1,004,333	1,760,410
1974	238,909	283,909	43,119	66,796	42,925	22,280	.....	765,871	1,463,035
1975	283,909	253,192	102,383	65,351	60,356	41,587	.....	773,786	1,580,564
1976	346,920	270,103	150,929	35,383	78,972	48,928	.....	568,065	1,499,300
1977	493,048	338,378	223,633	50,609	121,262	80,826	29,067	734,277	2,071,100
1978	441,800	338,096	274,876	75,309	103,292	103,274	19,222	644,631	2,000,500
1979	507,816	472,252	353,291	156,533	138,053	127,871	13,815	560,321	2,327,932

Nader urges NHTSA to set crash protection at 50 MPH

WASHINGTON. — Ralph Nader is asking NHTSA to raise its safety standard for automobile crash protection from 30 to 50 MPH.

The technology to do this has already been demonstrated, Nader said, and "given the continuing shift to small cars I think a 50-MPH safety standard is going to be needed."

Nader estimated that were a 50-MPH standard adopted "more than 75 percent of all projected occupant fatalities could be avoided and 80 percent of all societal costs in frontal automobile crashes saved."

NHTSA has previously shown in its research activities that a 50-MPH standard is feasible. Why, Nader asked Joan Claybrook, has there been no movement on a recommendation made as long ago as 1973?

Immediately after NHTSA issued its 30-MPH safety standard, it should have issued a notice of proposed rulemaking for a 40-MPH and 50-MPH standard, Nader said.

"If you had done this, you would have precluded even the most exaggerated leadtime excuses of the auto industry," he said.

No further time should be lost, Nader said. "You, together with the Secretary of Transportation, are the trustees of the safety of millions of Americans on the highway. The practical technology (air bags) has long been available; the industry has recognized this fact.

"Safety also is the best investment both for motorists and society. It is unconscionable not to further implement the federal motor vehicle safety standards in this area," he said.

Nader wants NHTSA to implement a 40-MPH safety standard by September, 1984, and the 50-MPH standard by 1986.

Forty-MPH protection has already been demonstrated in some 1980 production cars, he said (GM's X-cars and others). "Were you to adopt it we could save at least 157,000 lives during the 1985-2000 period. A 50-MPH standard would save even more lives," Nader said.

Nader said advanced passive restraint systems will work in smaller cars.

Model breakdown
Auction averages

	AUGUST TO DATE	JULY	JUNE
1980	$6,354	$5,662	$5,821
1979	5,027	4,900	4,650
1978	3,786	3,631	3,501
1977	3,234	3,046	2,981
1976	2,478	2,214	2,328
1975	1,803	1,711	1,772
1974	1,341	1,240	1,343
1973	931	968	1,084
Overall Average	$3,653	$3,289	$3,349

Used car sales
Auction averages

August to date	$3,653
Month ago	$3,289
Year ago	$3,231

used-car auction directory

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But 102,963 total trails year-ago period

Auto output climbs 37 pct. for week

By Michele Raquepau
Staff Writer

Production of 102,963 autos last week by U. S. makers increased 37.88 percent over the 74,674 of the previous week.

Last week's output was 23.72 percent below the 134,982 units assembled in the comparable 1979 week.

The year's cumulative production of 4,181,579 is a 29.46 percent drop from the 5,928,199 cars built by this date in 1979.

American Motors produced 3,571 autos last week. AMC has 2.73 percent of year-to-date production.

Chrysler Corp., which built 9,700 cars last week, has 9.30 percent of the year's total.

Ford Motor Co. assembled 20,106 units, and has 19.21 percent of total output this year.

The 65,677 autos General Motors built last week brought the company's share of year-to-date output to 65.31 percent.

Volkswagen of America produced 3,822 cars last week, and has 3.41 percent of the year's cumulative total.

Checker, which produced 87 units last week, has 0.04 percent of year-to-date production.

Last Friday was the final day of production for VWoA before it closed for model changeover. Its Westmoreland plant will be down until Sept. 22.

All Ford auto assembly plants are scheduled to work regular hours this week.

One line at AMC's Kenosha point will be down this week, temporarily idling 2,350 workers. The number of workers on indefinite layoff at Kenosha is 438.

Chrysler's Lynch Rd. point will remain down this week for changeover to 1981-model production.

GM's Doraville and Leeds plants begin 1981-model output today, leaving Framingham the only GM point down for model changeover.

Year-to-date truck output trails last year by 56 pct.

Truck production last week was 12,464, down 41.70 percent from the previous week's 21,378 and down 69.60 percent from the 40,986 of the comparable 1979 week.

The year's cumulative output of 1,008,137 is a 56.34 percent fall from the 2,309,206 trucks assembled by this date in 1979.

Ford Motor Co. produced 3,542 trucks last week, and the company has 35.22 percent of the year's total output.

International built 2,115 units, and has 4.08 percent of year-to-date production.

The 362 trucks Chevrolet assembled last week brought the division's share of the year's total to 29.33 percent. GMC built 788 last week, and has 10.41 percent of the year's cumulative total.

Chrysler Corp.'s output last week of 2,000 units brought the company's share of the year's production to 8.79 percent.

Mack built 340 trucks, and has 1.59 percent of the total.

The 1,905 Jeeps built last week gave the company 5.30 percent of year-to-date production. AM General Corp. produced 238 units and has 0.62 percent of the total.

Miscellaneous truck makers assembled 628 units last week and have 2.66 percent of the year's production.

Volkswagen of America built 546 trucks last week. VWoA has 2.00 percent of year-to-date output.

Car, truck targets for month trail 1979 in Canada

Forecasted auto and truck production by Canadian makers in September is a decline of over 3 percent from 1979's output.

Projected car production of 76,063 this September is a drop of 3.99 percent from the 79,221 units assembled in September of 1979.

Only Ford Motor Co. and Volvo plan to build more cars this September than last. Ford has scheduled 21,568 units for the month, a 5.60 percent increase over the 20,425 it produced last September. Volvo plans 700 autos, a rise of 21.74 percent over the 575 of September, 1979.

Chrysler Corp.'s scheduled 10,080 cars is a decline of 29.14 percent from the 14,226 of last September. General Motors plans to build 43,715 autos in September, a slight drop of 0.64 percent from the 43,995 it produced in the month last year.

Canadian truck makers have scheduled 42,559 units for September, a decline of 3.38 percent from the 44,052 of September, 1979. Only Chrysler, Ford and International plan to build more trucks this September than last.

Chrysler has scheduled 6,720, a 78.39 percent jump from the 3,767 trucks it produced in September, 1979.

The 11,760 units Ford plans to assemble is a 2.72 percent rise from the 11,449 it built in the month last year. International's schedule of 1,743 is a 26.03 percent increase over the 1,838 produced in September of 1979.

General Motors plans to build 22,176 trucks in September, a drop of 3.94 percent from the 23,083 of last September. Mack intends to assemble 160 trucks, a 55.31 percent decline from the 358 of September, 1979.

American Motors' Brampton plant, which is being converted to production of cars, produced 4,010 trucks in September of 1979.

Auto production last week of 13,547 rose 34.38 percent over the 10,081 of the previous week, but declined 7.05 percent from the 14,574 of the comparable 1979 week.

The year's cumulative auto output of 546,361 is a 18.96 percent slide from the 674,224 units produced by this date in 1979.

Last week's truck production of 11,091 jumped 70.42 percent from the 6,508 built in the previous week, and rose 3.77 percent over the 10,688 of the comparable 1979 week.

Year-to-date truck production of 335,994 is a 26.00 percent decline from the 454,042 assembled by this time in 1979.

U. S. CAR PRODUCTION

	Week Ended Aug. 30, 1980	Same Week 1979	Week Ended Aug. 23, 1980	August Estimate	Jan. 1, to Sept. 1, 1979	Jan. 1, to Aug. 30, 1980
AMERICAN MOTORS	3,571*	5,000*	4,286*	16,873*	110,325*	114,021*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	9,700	18,366	8,629	31,817	626,005	388,722
Plymouth Total	4,300	7,218	3,642	14,135	251,566	176,950
Horizon	3,350	3,398	3,133	12,168	114,689	105,849
Volare	.....	3,119	.....	.....	130,321	51,740
'80 Gran Fury	.....	471	.....	.....	823	13,311
Caravelle	100	230	123	338	5,733	4,421
Reliant	850	.....	386	1,629	.....	1,629
Chrysler Total	1,200	4,033	1,224	4,123	132,124	51,943
Chrysler	.....	1,838	.....	.....	63,511	11,516
LeBaron	1,200	2,195	1,224	4,123	68,613	40,427
Dodge Total	4,200	7,115	3,763	13,559	242,315	159,829
Omni	2,750	2,682	2,648	9,927	101,492	90,989
St. Regis	.....	785	.....	.....	20,926	10,724
Diplomat	700	1,210	652	2,139	31,976	19,724
Aspen	.....	2,438	.....	.....	87,921	36,899
Aries	750	.....	463	1,493	.....	1,493
FORD MOTOR	20,106	34,404	15,627	67,148	1,495,536	803,437
Ford Division	13,501	23,636	9,461	42,637	993,183	584,788
Pinto	.....	4,057	.....	.....	129,136	68,179
Mustang II/Mustang	5,459	6,896	3,336	17,385	263,433	162,687
Fairmont	2,551	2,546	.....	8,774	143,241	157,107
Granada	1,785	4,618	1,273	4,618	111,254	54,030
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	.....	3,508	2,249	2,249	195,157	79,632
Ford	1,680	2,011	1,680	6,143	128,216	59,685
Escort	2,026	.....	923	3,468	.....	3,468
L-M Division	6,605	10,768	6,166	24,511	502,353	218,649
Mercury Total	4,973	7,999	4,507	18,713	396,440	192,742
Bobcat	.....	922	.....	.....	34,412	12,445
Capri	1,606	1,896	993	6,009	76,885	47,900
Zephyr	891	567	.....	3,204	45,360	51,020
Monarch	.....	1,183	.....	.....	49,162	16,409
Cougar/XR7	570	1,580	2,263	3,372	109,633	29,129
Mercury	1,288	1,851	955	5,075	80,988	34,786
Lynx	618	.....	296	1,053	.....	1,053
Lincoln Total	1,632	2,769	1,659	5,798	105,913	25,907
Lincoln	742	1,218	748	2,637	52,695	10,548
Versailles	.....	337	.....	.....	9,563	1,861
Mark VI	890	1,214	911	3,161	43,655	13,498
GENERAL MOTORS	65,677	72,462	41,666	193,316	3,574,130	2,730,817
Buick Division	11,253	12,130	7,801	28,716	521,019	524,654
Skyhawk	.....	310	.....	.....	16,396	.....
Skylark/'79-'80	3,842	2,599	2,673	12,154	66,082	150,809
Century	2,116	1,563	1,541	4,943	35,002	112,507
Regal	2,162	4,114	1,737	5,535	184,037	135,120
Buick	2,545	3,031	1,721	5,363	181,563	97,738
Riviera	588	513	129	721	37,939	28,480
Cadillac Division	3,091	1,875	1,241	4,332	243,050	129,087
Seville	615	146	117	732	30,742	21,997
Cadillac	1,643	843	907	2,550	163,955	72,816
Eldorado	833	886	217	1,050	48,353	34,274
Chevrolet Division	28,624	35,120	19,557	97,535	1,577,592	1,170,849
Chevette	8,000	9,091	8,835	37,386	279,793	315,717
Monza	2,990	2,947	2,867	12,671	106,529	115,246
Camaro	1,869	3,973	864	3,055	191,296	82,498
Nova/Citation	8,205	7,638	2,583	26,562	188,169	313,916
Malibu	1,911	3,931	927	4,343	275,350	170,597
Monte Carlo	2,469	2,144	760	3,470	164,288	63,920
Chevrolet	2,400	4,397	1,918	6,697	338,713	79,191
Corvette	780	999	803	3,351	33,454	29,764
Oldsmobile Division	12,203	15,231	4,914	22,301	715,708	516,701
Starfire	.....	355	.....	.....	14,391	.....
Omega/'79-'80	4,364	1,168	1,237	7,712	30,874	81,962
Cutlass	2,895	10,484	1,034	6,729	363,678	260,221
Oldsmobile	4,561	2,765	2,643	7,477	270,326	149,019
Toronado	383	459	.....	383	36,439	25,499
Pontiac Division	10,506	8,106	8,153	40,432	516,761	389,526
Acadian†	120	16	70	558	12,756	14,809
Sunbird	3,486	2,242	3,442	14,315	69,301	103,898
Phoenix/'79-'80	1,060	2,133	738	12,283	52,750	96,962
Firebird	1,347	3,133	576	2,084	139,872	53,614
LeMans	1,345	556	1,226	3,705	63,001	38,316
Grand Prix	2,350	5	2,101	6,525	64,189	41,965
Pontiac	798	21	.....	962	114,892	39,962
VOLKSWAGEN	3,822	4,645	4,380	17,569	118,959	142,665
CHECKER	87*	105	86	347	3,244	1,917
Total Cars, N. S.	102,963	134,982	74,674	327,070	5,928,199	4,181,579

CANADIAN CAR PRODUCTION

	Week Ended Aug. 30, 1980	Same Week 1979	Week Ended Aug. 23, 1980	August Estimate	Jan. 1, to Sept. 1, 1979	Jan. 1, to Aug. 30, 1980
CHRYSLER CORP.	2,320	1,814	1,855	6,587	77,926	45,165
FORD MOTOR	6,196	4,203	5,827	22,228	212,510	172,304
GENERAL MOTORS	4,806	8,377	2,399	10,200	378,176	322,289
VOLVO	225	180	.....	275	5,612	6,603
Total Cars, Canada	13,547	14,574	10,081	39,290	674,224	546,361
N. American Cars	116,510	149,556	84,755	366,360	6,602,423	4,727,940
N. American Trucks	23,555	51,674	27,886	107,283	2,763,248	1,344,131
North American Cars and Trucks	140,065	201,230	112,641	473,643	9,365,671	6,072,071

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

TRUCK PRODUCTION IN U. S.†

	Week Ended Aug. 30, 1980	Same Week 1979	Week Ended Aug. 23, 1980	August Estimate	Jan. 1, to Sept. 1, 1979	Jan. 1, to Aug. 30, 1980
CHEVROLET	362	16,111	1,230	7,070	731,890	295,669
DODGE/PLYMOUTH	2,000	1,248	1,341	3,856	257,537	88,575
FORD	3,542	11,667	13,232	41,864	807,837	355,024
GMC	788	5,031	1,155	5,219	247,739	104,937
INTERNATIONAL	2,115	2,810	2,076	8,734	92,528	41,144
MACK	340	562	479	1,143	25,328	16,060
JEEP	1,905*	2,400*	900*	2,285*	101,476*	53,390*
AM CORP.	238*	457*	428*	1,567*	16,471*	6,289
VOLKSWAGEN	546	.....	647	2,522	.....	20,196
MISCELLANEOUS	626*	700	600	2,542*	28,400	26,853*
Total Trucks, U. S.	12,464	40,986	21,378	76,802	2,309,206	1,008,137

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 30, 1980	Same Week 1979	Week Ended Aug. 23, 1980	August Estimate	Jan. 1, to Sept. 1, 1979	Jan. 1, to Aug. 30, 1980
CHRYSLER CORP.	1,600	.....	1,115	6,101	40,108	29,381
FORD MOTOR	3,660	3,195	3,112	9,761	163,220	119,935
GENERAL MOTORS	5,324	5,906	1,780	12,645	195,328	162,319
AMERICAN MOTORS	.....	1,059	.....	.....	38,802	11,644
INTERNATIONAL	475	471	473	1,888	14,083	11,212
MACK	32	57	28	86	2,501	1,503
Total Trucks, Canada	11,091	10,688	6,508	30,481	454,042	335,994
N. American Trucks	23,555	51,674	27,886	107,283	2,763,248	1,344,131

†—Now includes van production *—Estimated
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.